

# Black/African American Partnership Social Media Guide

Social Media Content for  
2020 Census Partners

September 2020

**Non-editable PDF for Reference Only**

United States<sup>®</sup>  
**Census**  
**2020**

# Updates for Partners

Thank you for your support as a 2020 Census partner. Now is the time we need your support the most – time is running out for us to get a complete and accurate count! With your help, we can stress the importance of the 2020 Census and let people know there is still time for them to help shape the future of their communities. We have created this content guide to support your 2020 Census promotions during the Nonresponse Followup (NRFU) phase of the census. Visit our [Partners Outreach Materials](#) page on 2020CENSUS.GOV for more materials and resources.

Social media is a great way to share helpful information about the 2020 Census, especially as we reach this crucial stage of the 2020 Census! This guide includes:

- **Sample posts with downloadable images and videos for use on your social channels. (To save images, right-click and select “Save as Picture.” To save videos, right-click and select “Save Media as.”)**
- **2020 Census social media information.**
- **Social media asset dimensions by channel.**

We encourage you to add your personal touch to the post copy included in this deck.

# Census Bureau Social Media Information

# 2020 Census Social Media Information

Please tag the U.S. Census Bureau and use the official 2020 Census hashtag in all posts. We prefer that you include links to Census Bureau webpages, but we understand that there may be instances in which you do not want to lead your audience away from your own social media channels.

## U.S. Census Bureau Official Social Media

Facebook – @uscensusbureau

<https://www.facebook.com/uscensusbureau/>

Instagram – @uscensusbureau

<https://www.instagram.com/uscensusbureau/>

Twitter – @uscensusbureau

<https://twitter.com/uscensusbureau/>

Hashtag – #2020Census

## Key URLs – English language

2020 Census homepage

<https://2020census.gov/en>

What Is the 2020 Census?

<https://2020census.gov/en/what-is-2020-census.html>

Who To Count on Your Census

<https://2020census.gov/en/who-to-count.html>

Impact in Your Community

<https://2020census.gov/en/community-impact.html>

How the Census Bureau Protects Your Data

<https://2020census.gov/en/data-protection.html>

Census Takers in Your Neighborhood

<https://2020census.gov/en/census-takers.html>

## Key URLs – Spanish language

2020 Census homepage

<https://2020census.gov/es>

¿Qué es el Censo del 2020?

<https://2020census.gov/es/what-is-2020-census.html>

A quién contar en su censo

<https://2020census.gov/es/who-to-count.html>

El impacto en su comunidad

<https://2020census.gov/es/community-impact.html>

Cómo protege su información la Oficina del Censo

<https://2020census.gov/es/data-protection.html>

Los censistas en su comunidad

<https://2020census.gov/es/census-takers.html>

# Social Media Asset Dimensions

The following indicates the optimal social media platforms for different dimensions and aspect ratios.

Dimensions	Aspect Ratio	Content Type	Optimal Platforms
1080 x 1080	1:1	Static images	Instagram, Facebook, Pinterest
1080 x 1080	1:1	Video	All social media platforms
1080 x 1920	9:16	Static Images	Instagram and Facebook Stories
1200 x 675	16:9	Static images	LinkedIn, Twitter
1200 x 675	16:9	Video	Fine for all social media platforms, but not recommended for Instagram

# NRFU Content

# Social Media Assets

The following assets are intended for partners to use on Facebook, Twitter, Instagram, and LinkedIn.

- 1:1 videos are for all channels.
- 1:1 images are for Facebook and Instagram newsfeed.
- 9:16 images are for Facebook and Instagram stories.
- 16:9 images are for Twitter and LinkedIn.

These assets are not to be customized or altered in any way.

# Don't Wait to Respond!

To save videos, right-click and select "Save Media as."



Suggested copy:

Inaction is not an option! Complete the #2020Census now at [2020CENSUS.GOV](https://2020CENSUS.GOV).



# Make A Difference

To save videos, right-click and select "Save Media as."



Suggested copy:

The power to shape the future of our community is in our hands! Time is running out—respond to the #2020Census today at [2020CENSUS.GOV](https://2020CENSUS.GOV).

# Safe, Easy, and Important

To save video, right-click and select "Save Media as."



Suggested copy:

The #2020Census will shape the future of our community for the next 10 years. Don't miss out—respond now while there's still time. Learn more at [2020CENSUS.GOV](https://2020CENSUS.GOV).

# Funding

To save image, right-click and select "Save as Picture."



Suggested copy:

Don't miss out on funding we deserve! Respond to the #2020Census now while there's still time. Learn more at [2020CENSUS.GOV](https://2020CENSUS.GOV).



# Confidentiality

To save images, right-click and select "Save as Picture."



# Confidentiality

To save image, right-click and select "Save as Picture."

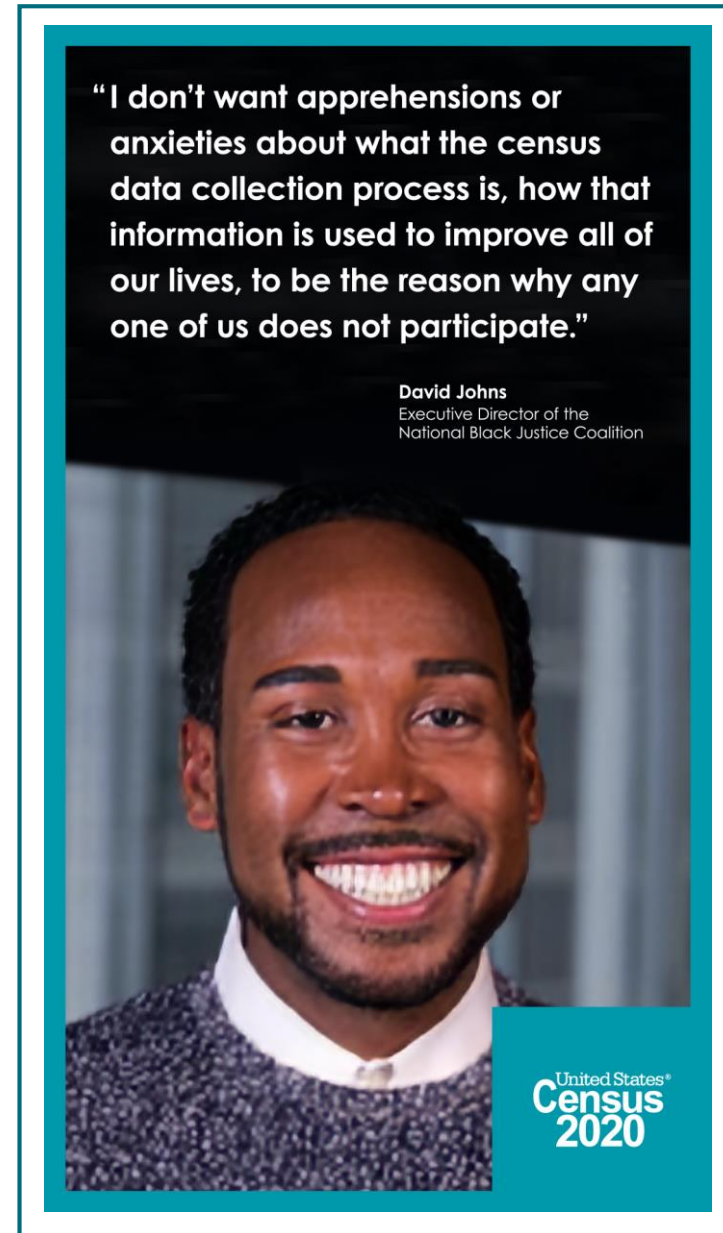
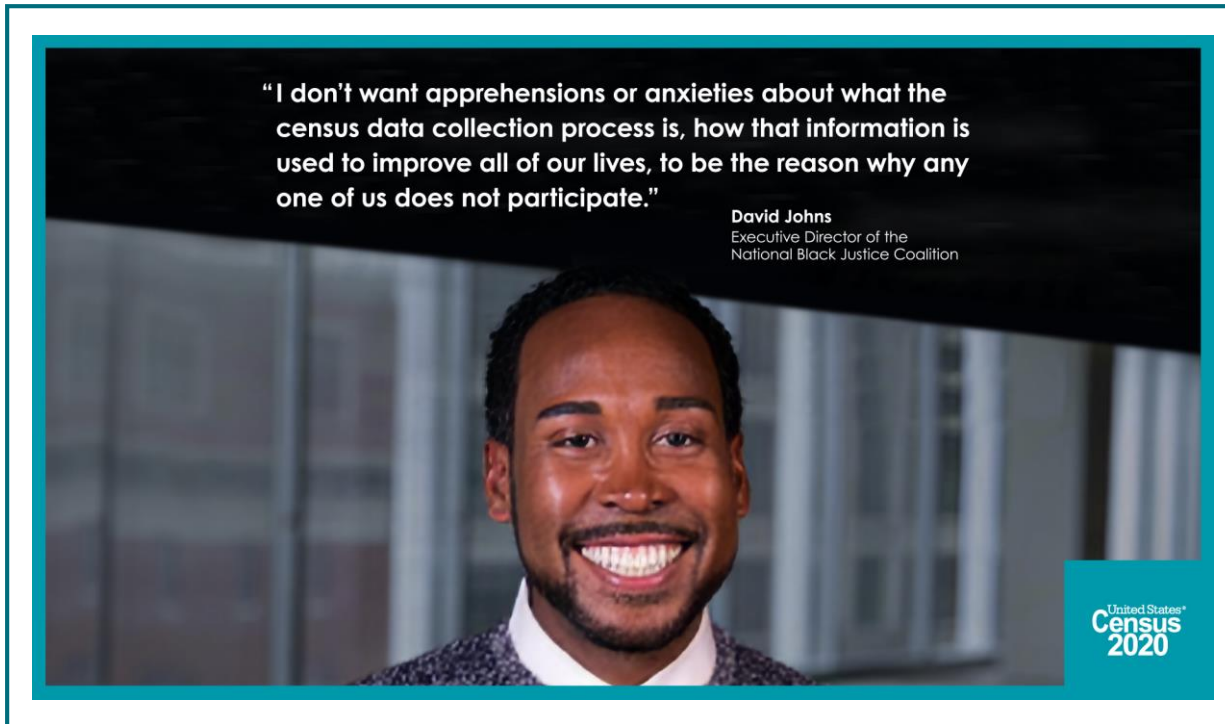


Suggested copy:

Your responses to the #2020Census are confidential and protected by law. Complete the census now before time runs out. Learn more at [2020CENSUS.GOV](https://2020CENSUS.GOV).

# Confidentiality

To save images, right-click and select "Save as Picture."





# Your Responses Matter

To save image, right-click and select "Save as Picture."

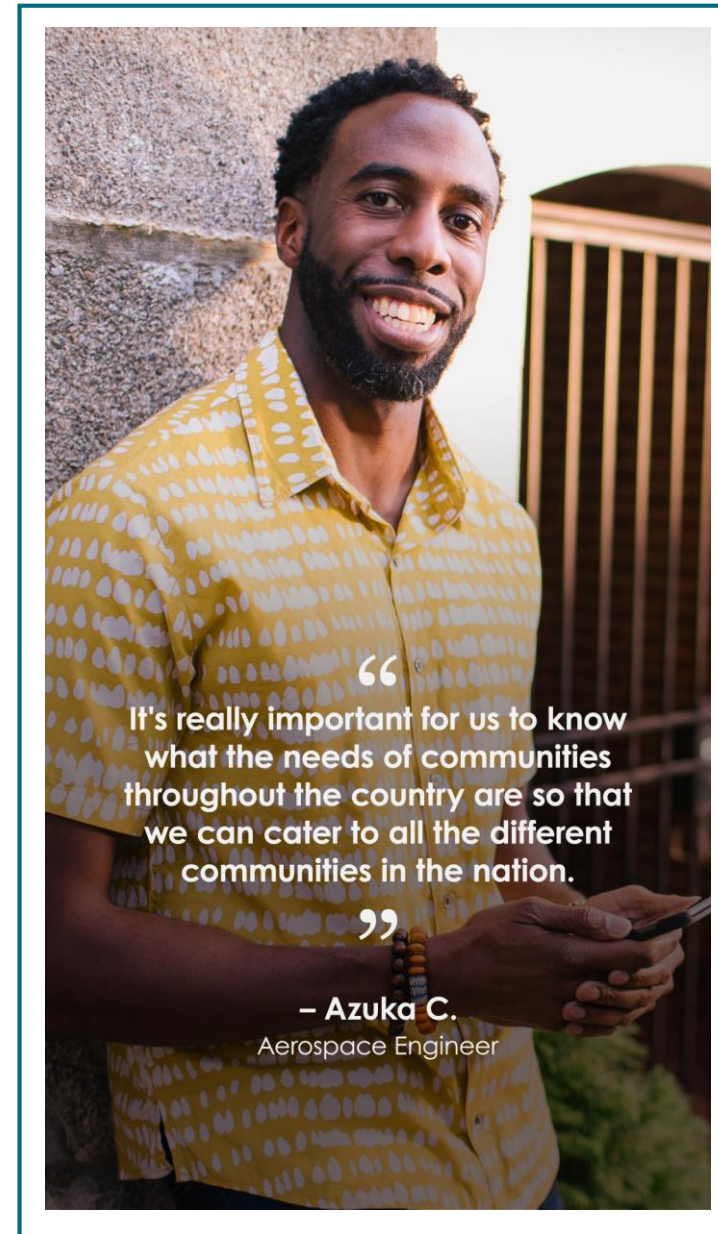
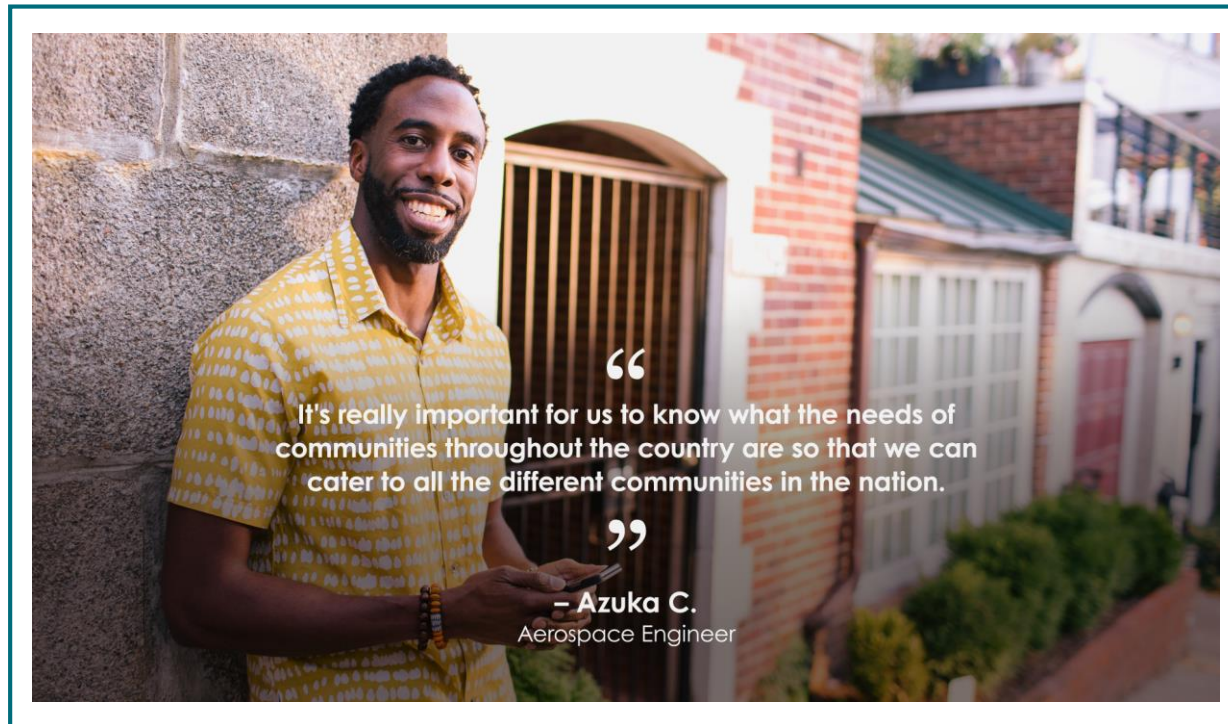


Suggested copy:

Time is running out to get the resources we deserve. Respond to the 2020 Census now and make your voice heard. Visit [2020CENSUS.GOV](https://2020CENSUS.GOV) to respond NOW.

# Your Responses Matter

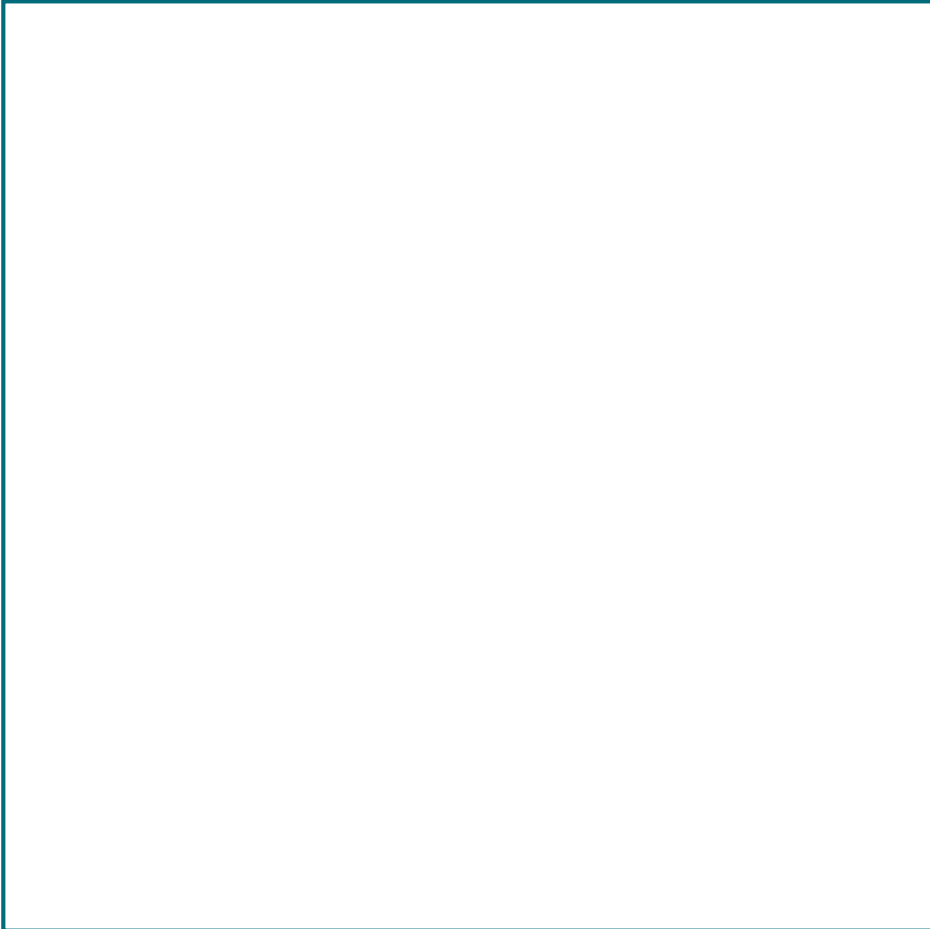
To save images, right-click and select "Save as Picture."





# Putting Everyone's Safety First

To save video, right-click and select "Save Media as."

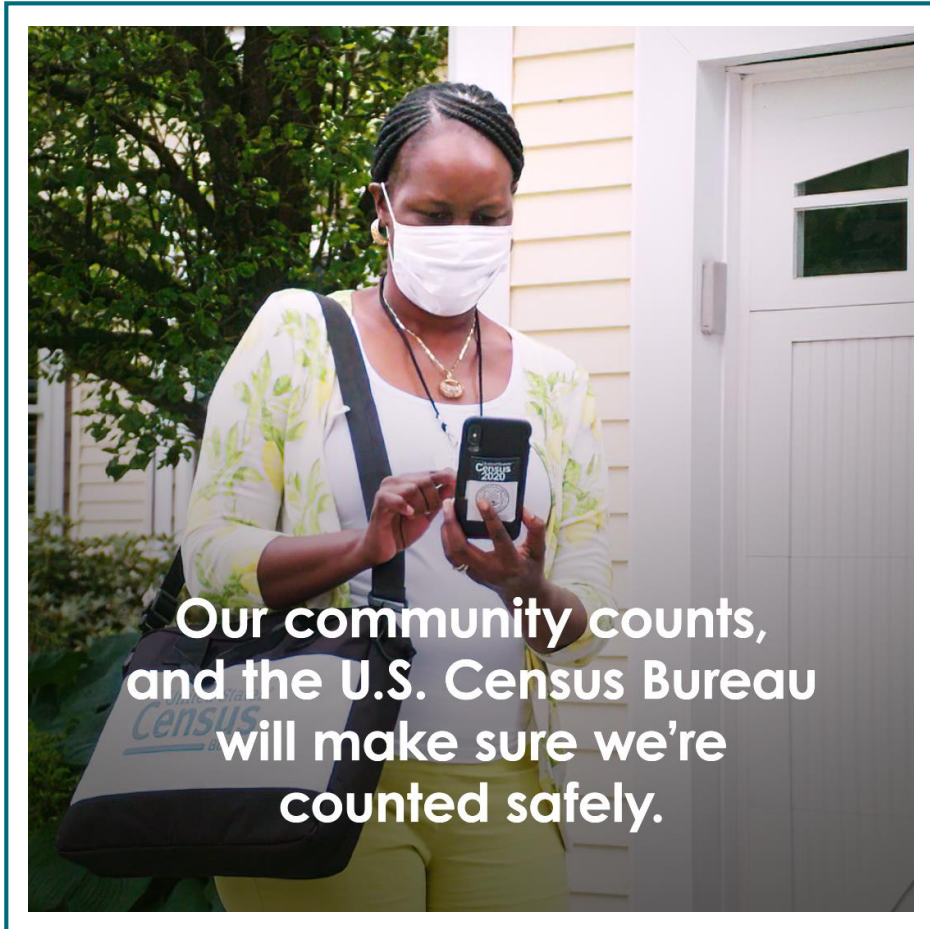


Suggested copy:

Locally hired census takers are out in our community to help you complete your #2020Census. They'll be putting your safety first, because a complete and accurate count is too important. Learn more at [2020CENSUS.GOV](https://2020CENSUS.GOV).

# Counting Everyone Safely

To save image, right-click and select "Save as Picture."

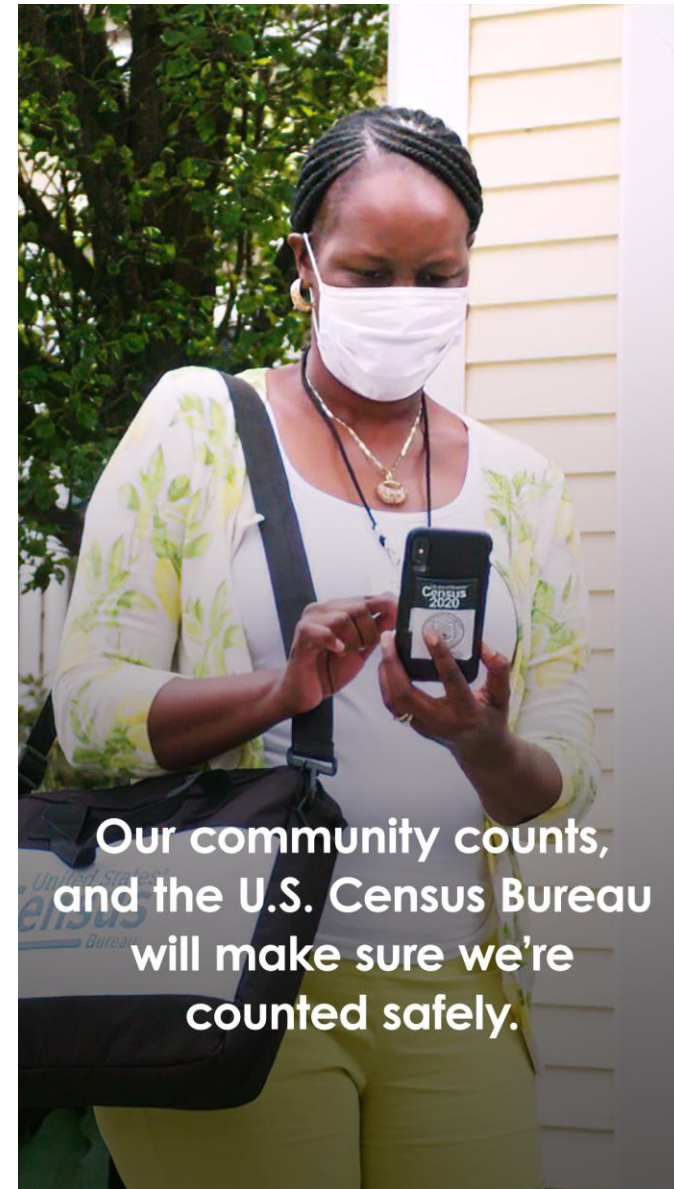
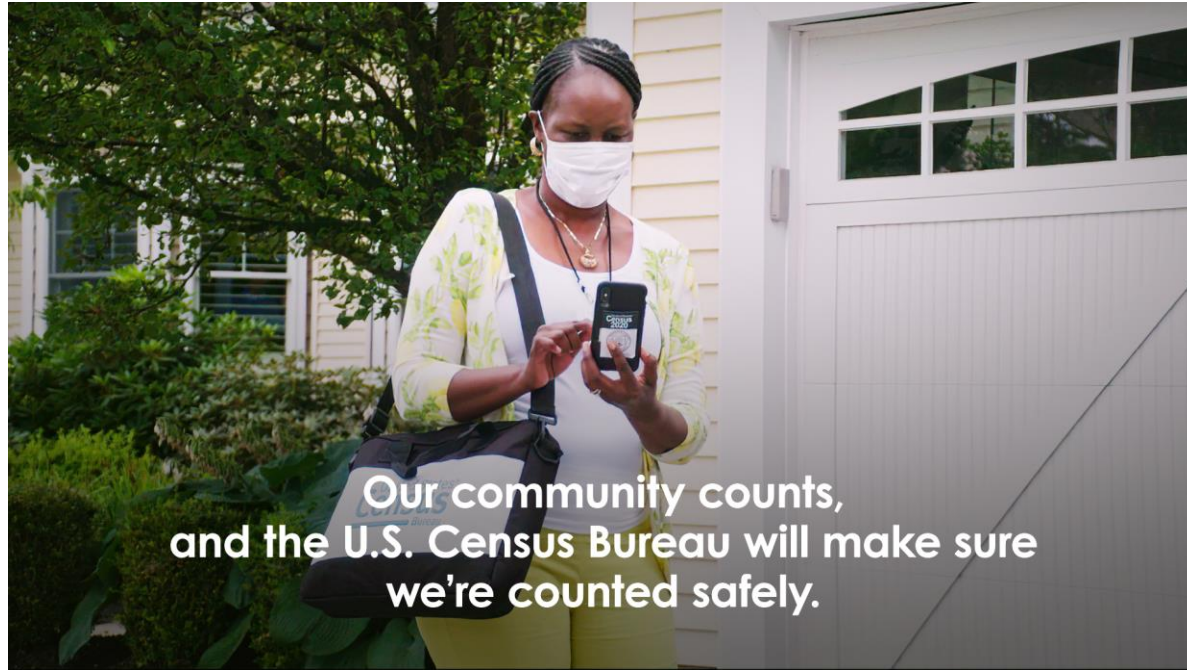


Suggested copy:

The Census Bureau is taking every precaution to make sure our community is counted, and to do it safely. Census takers are wearing masks and conducting the #2020Census at a safe distance. Learn more at [2020CENSUS.GOV](https://2020CENSUS.GOV).

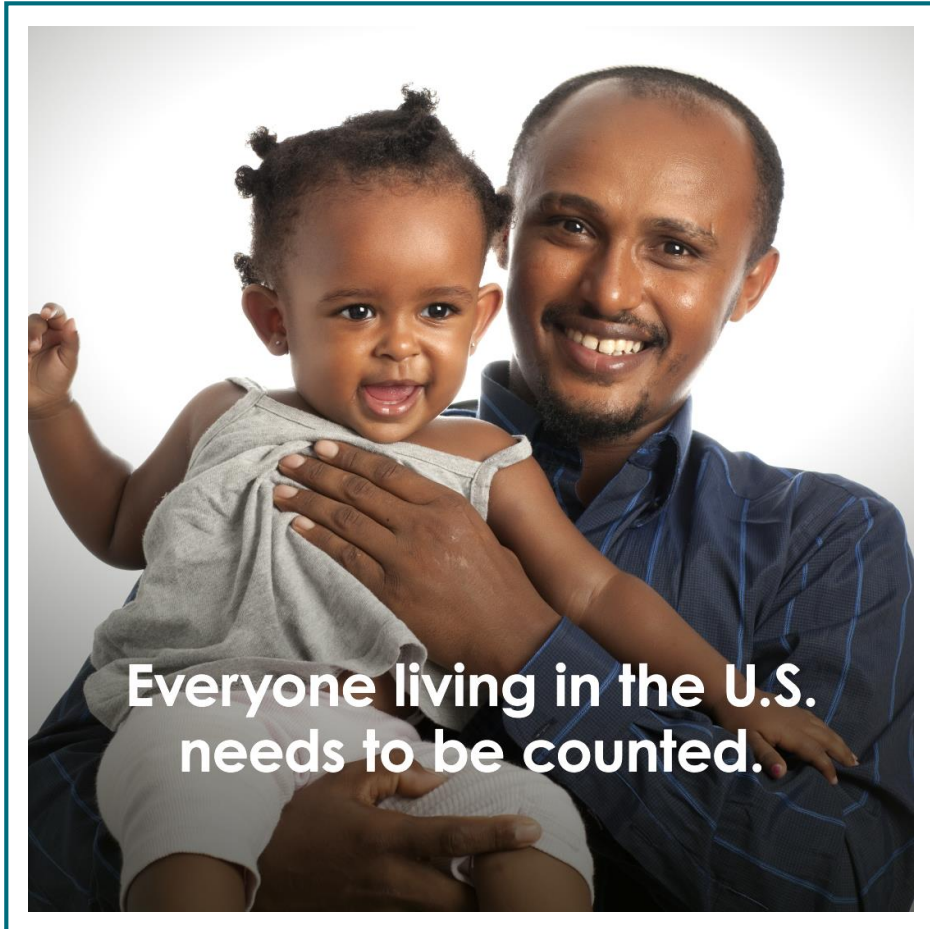
# Counting Everyone Safely

To save images, right-click and select "Save as Picture."



# Everyone Counts – Option 1

To save image, right-click and select "Save as Picture."



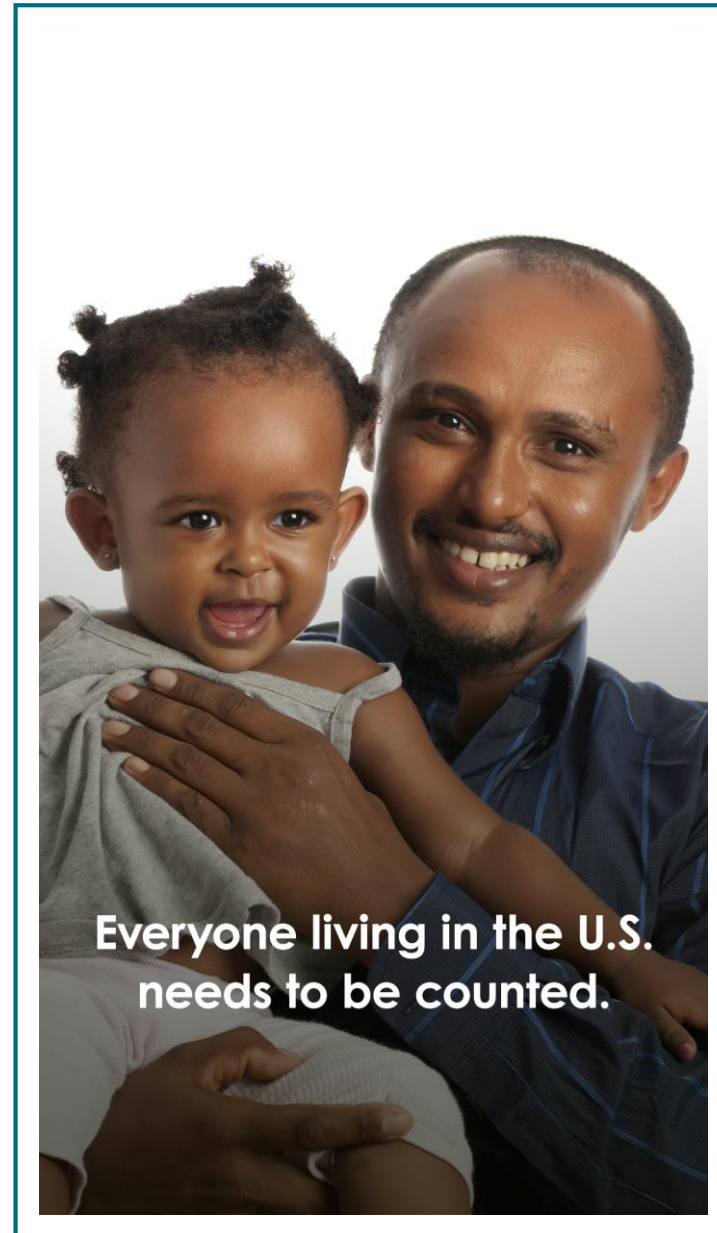
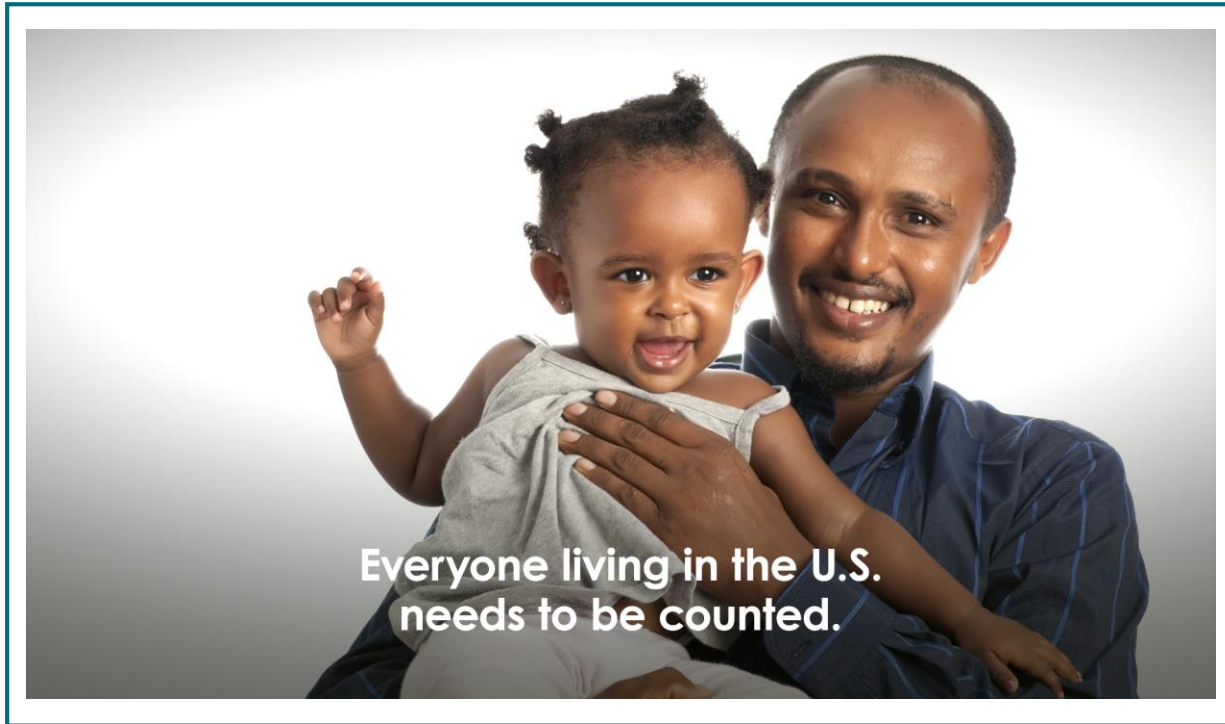
Suggested copy:

No matter where you're from, your nationality, your immigration status, or who you live with, we all count on the #2020Census. Respond now before time runs out! Learn more at [2020CENSUS.GOV](https://2020CENSUS.GOV).



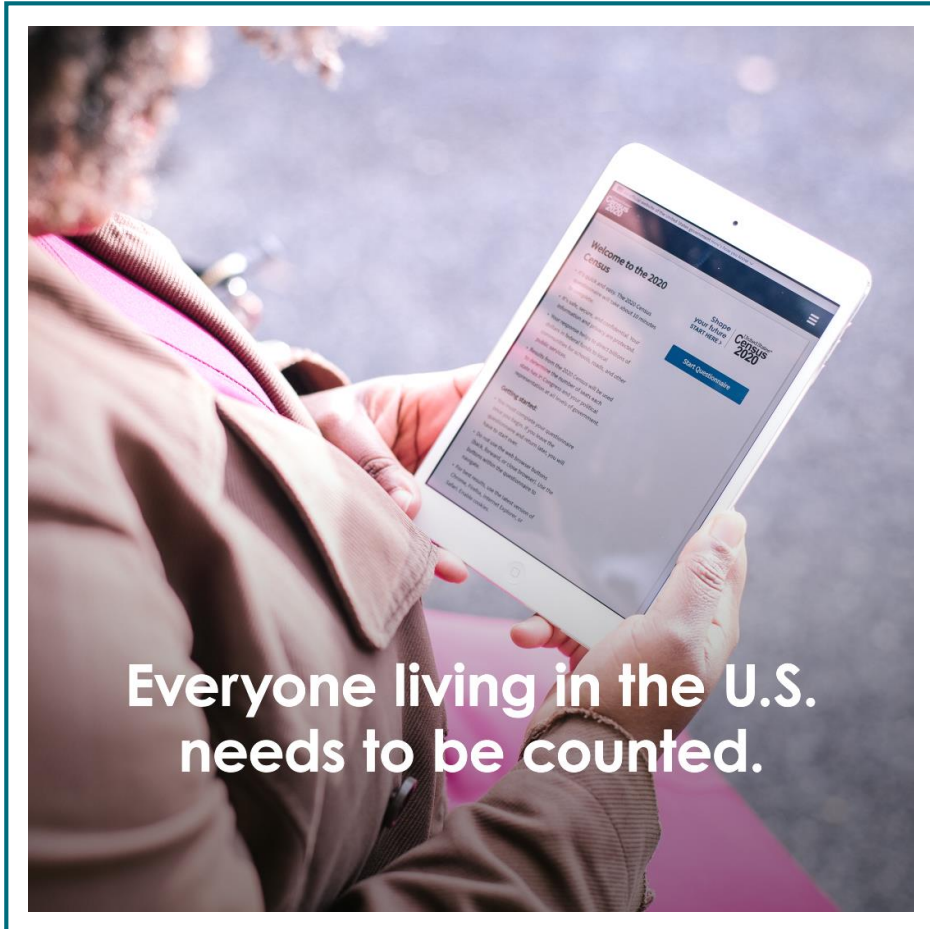
# Everyone Counts – Option 1

To save images, right-click and select "Save as Picture."



# Everyone Counts – Option 2

To save image, right-click and select "Save as Picture."



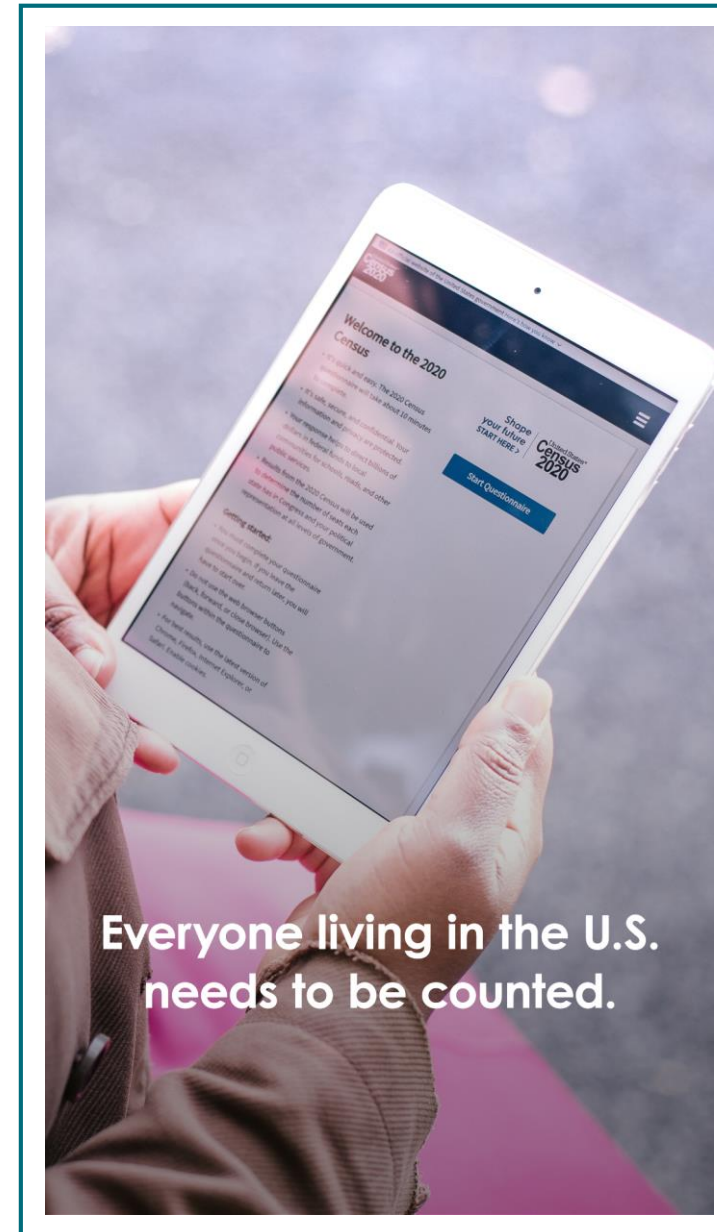
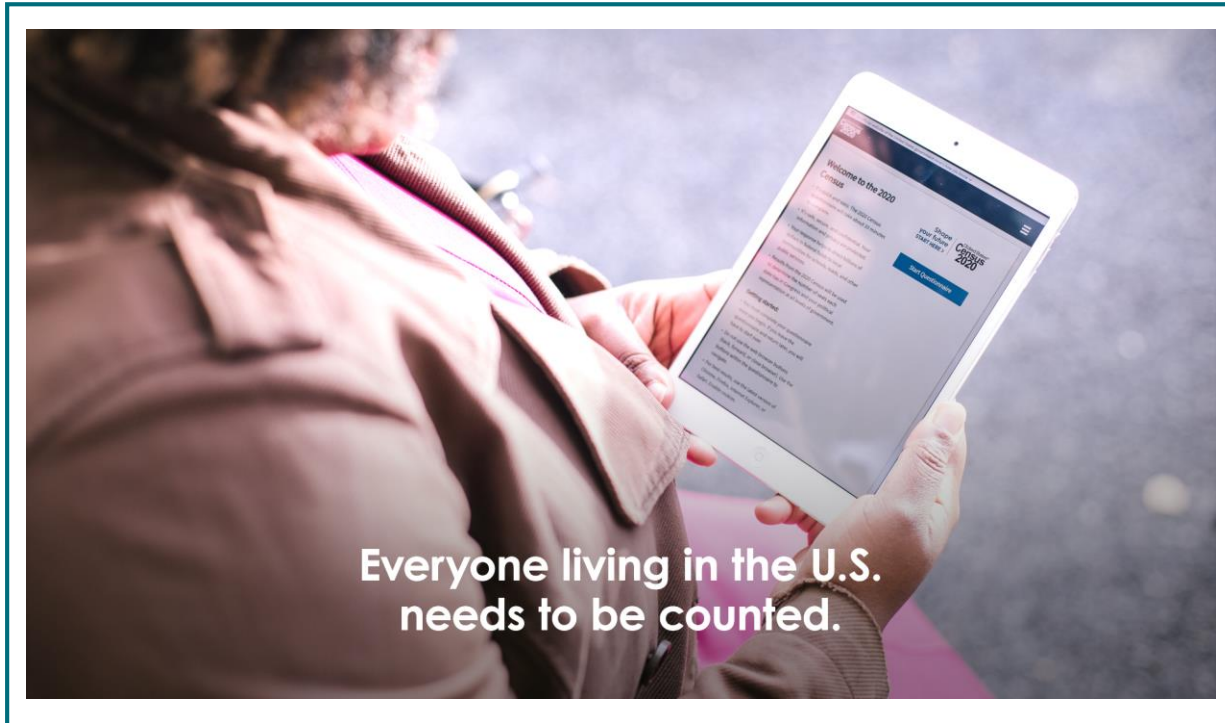
Everyone living in the U.S.  
needs to be counted.

Suggested copy:

No matter where you're from, your nationality, your immigration status, or who you live with, we all count on the #2020Census. Respond now before time runs out! Learn more at [2020CENSUS.GOV](https://2020census.gov).

# Everyone Counts – Option 2

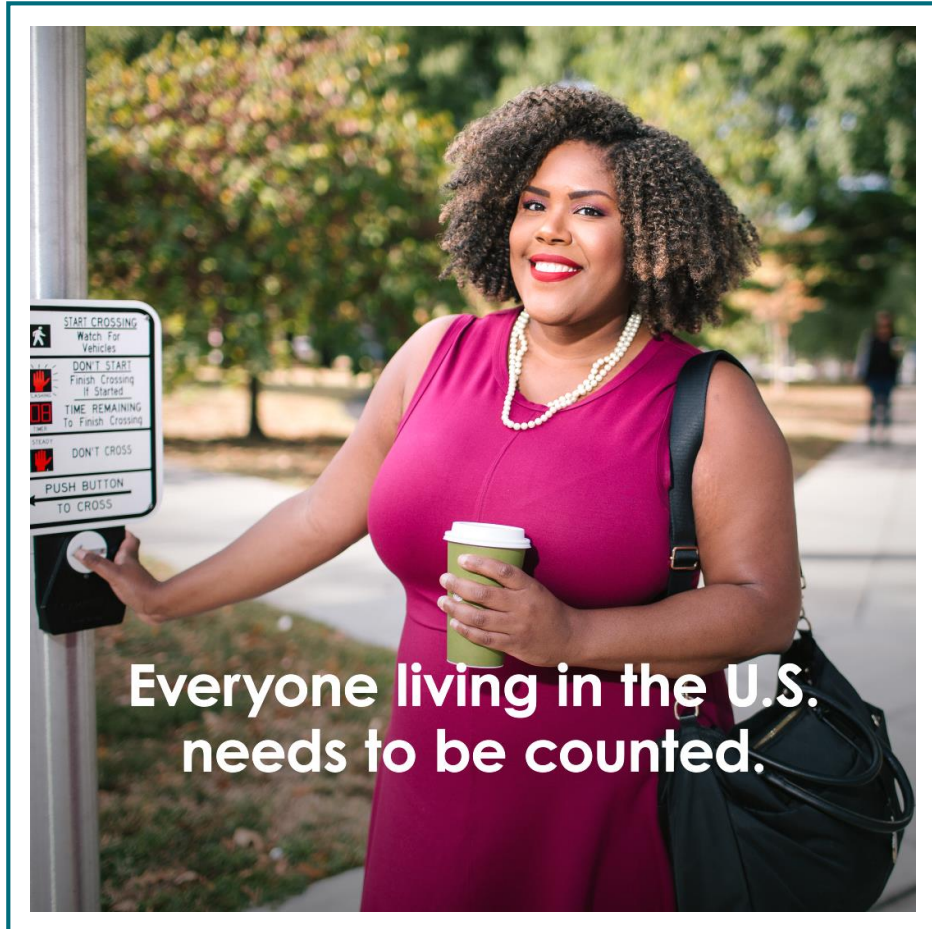
To save images, right-click and select "Save as Picture."





# Everyone Counts – Option 3

To save image, right-click and select "Save as Picture."



Suggested copy:

No matter where you're from, your nationality, your immigration status, or who you live with, we all count on the #2020Census. Respond now before time runs out! Learn more at [2020CENSUS.GOV](https://2020CENSUS.GOV).



# Everyone Counts – Option 3

To save images, right-click and select "Save as Picture."

